The key to content creation

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How content provides value

- The most important thing when creating content is to provide value for the reader
- In order to be valuable, content has to do at least one of these things:

- **#1 Entertain people**

  - you should focus on this if your business is related to entertainment in some way

- **#2 Educate people**

  - after reading your article, people need to feel like they've learned something
  - make sure your title is not misleading and you actually deliver what you promise
  - make your content easy to read and understand (bullets, spaced out paragraphs, etc.)
  - provide a complete solution for the reader's problem

- **#3 Compel people to do something**

  - make it clear at the end of the article what the next step should be for the reader
  - motivate them to do a certain action